

2.0 Land Use Element

The Land Use Element of the Goodyear General Plan 2003-2013 is the foundation that the City will use to integrate future growth and development within its existing land use pattern and land that has been previously planned and approved. The intent of the Land Use Element is to recommend the appropriate land use type, the approximate location, the general performance standards of compatibility, and density/intensity. Together, the land use recommendations and guidelines promote efficient City growth and revitalization that will enhance the quality of life for both existing and future residents within its defined planning area. The planning area includes the entire incorporated area of the City, and limited internal and adjacent areas to assist in determining appropriate inside and outside “edge” land uses and areas where the City may entertain future annexation.

The Land Use Element is organized into the four sections identified below to communicate the City’s future land use related direction:

- Background
- Land Use Goals, Objectives, and Policies
- Land Use Plan
- Land Use Element Implementation Activities

2.1 Background

Identifying and addressing the numerous challenges associated with Goodyear’s rapid growth is a comprehensive effort. The development pressures produced by a 200 percent population increase (from 6,258 in 1990 to 18,911 in 2000) elevate these challenges. The Land Use Map is one tool that illustrates the land use policy direction of the City, attempting to strike the necessary balance between suburban and urban development while retaining elements of the City’s agricultural and natural character. The foundation for the land use plan is based upon the existing patterns of land use, zoning, and land ownership.

The pattern of existing land use identifies how the land is currently developed. In total, the Goodyear Planning Area is comprised of approximately 1 percent commercial/employment (800 acres), 4 percent residential (3,300 acres), 17

percent public facility/parks/open space (14,800 acres), 39 percent agricultural (33,500 acres), and 39 percent vacant uses (34,000 acres). In addition to the existing development pattern, the City has reviewed and approved a variety of significant master planned projects over the past several years. The full buildout of these approved projects and the recommendations for other unplanned areas are projected to produce nearly 122,000 new housing units and more than 327,000 additional City residents.

The City of Goodyear regulates land use through an adopted (May 24, 1999) zoning ordinance. A total of 18 zoning districts are provided within the ordinance including 3 agricultural zones (AG, AP, and AU), 7 residential zones (R1-10, R1-7, R1-5.5, R-2, MF-18, MHS, and MH/RVP), 4 commercial zones (CBD, CO, C-1, and C-2), 1 public facilities zone (PFD), 2 industrial zones (I-1 and I-2), and 1 planned area development zone (PAD), (utilized primarily for mixed-use master planned projects). The official zoning map identifies 56 percent (48,300 acres) for agricultural use, approximately 39 percent (34,800 acres) PAD, 2 percent (2,400 acres) for industrial use, one percent (400 acres) each for residential uses and commercial use, and less than one percent for public facilities use (100 acres).

Knowing the four major landowners within the Goodyear Planning Area assists in understanding the existing pattern of land use and may direct future land use opportunities. The planning area consists of approximately 86,400 acres comprising 135 square miles as shown on Figure 2-1, *Land Ownership*. The biggest portion of the land within the planning area is privately held, accounting for approximately 63,800 acres, or 74 percent, the majority of which is utilized for agricultural and residential uses. State lands account for nearly 11,000 acres or 13 percent of the planning area. Their holdings are comprised of developed and vacant land including Perryville Prison and additional land to the west. Additional state trust land is located on scattered tracts south of the Gila River along the western boundary of the City with a major holding located south of Estrella Mountain Regional Park. The third largest landowner is Maricopa County with 9,400 acres, or 11 percent of the land within the planning area. The County provides for the operation and management of Estrella Mountain Regional Park. The Bureau of Land Management (BLM) owns the remaining 2 percent, or approximately 2,200 acres within the planning area, and approximately 1,200 acres south of the planning area. All BLM parcels within the planning area are located south of

Figure 2-1, Land Ownership

the Gila River with the majority of this land located adjacent to Estrella Mountain Regional Park and the Gila River. The City of Goodyear also owns land within its planning area, comprising approximately 300 acres.

Unincorporated land within Goodyear's Planning Area comprises a total of 14 percent of the planning area (11,500 acres). Approximately 42 percent of the unincorporated land is located between Perryville Road and Cotton Lane, south of I-10, totaling slightly more than 4,800 acres. Approximately 430 acres are located within two "islands" inside the incorporated City boundary. All of the unincorporated land is privately owned.

2.2 Land Use Goals, Objectives and Policies

The goals, objectives, and policies presented in the Land Use Element serve as the City's guide to appropriately locate future residential, employment and supportive land uses throughout the Goodyear Planning Area. The presented goals are the culmination of revalidated issues from the 1998 General Plan, input from the General Plan Advisory Committee (GPAC) and the residents of the City, Community Development Department Staff, City Department Staff involvement, and URS's professional assessment. The Land Use goals respond to the following issues:

- To create a balanced and sustainable community
- To create a compatible mix of diverse land uses
- To ensure mature, viable areas
- To retain and attract desired employers

The supporting objectives and policies serve as guidelines for implementation activities, which will aid the City in reaching its desired vision.

Goal A: A Unique Blend of Residential and Employment Land Uses.

Objective A-1: Provide a mix of housing types and densities for all residents.

Policy A-1a: The City shall partner with the development community to provide a wide variety of housing products to suit the needs of existing and future residents.

Objective A-2: Site and expand employment uses effectively throughout the entire City.

Policy A-2a: The City shall promote employment uses adjacent to high capacity roadway corridors (i.e., freeways, parkways, major arterials/arterials) to leverage high visibility, vehicular/pedestrian access, and noise buffering of lower intensity employment and/or lower density residential uses.

Policy A-2b: The City shall continue to partner with the US Air Force and City of Phoenix to protect the Luke Air Force Base

Accident Potential Zones (APZ's), Phoenix-Goodyear Airport Traffic Pattern Area (TPA) and critical noise contours (i.e., 65 day-night noise level (DNL) and greater surrounding Luke and 65 DNL and greater surrounding Phoenix-Goodyear Airport) of both facilities in support of their continued and/or expanded future operations.

Policy A-2c: The City shall promote commercial and industrial land uses near the 65 DNL noise contour of the Phoenix Goodyear Airport as well as graduate the development of residential densities, beginning with the Rural Residential (0-2) dwelling units per acre) category within the first ½ mile of the 65 DNL contour line.

Policy A-2d: The City shall work closely with Luke Air Force Base, Phoenix-Goodyear Airport and the respective school districts to ensure that schools are sited in areas away from direct overflight by military, commercial and private aircraft.

Policy A-2e: The City should not approve future residential uses within the 65 DNL or greater noise contours surrounding Luke Air Force Base or the 65 DNL or greater noise contours surrounding Phoenix-Goodyear Airport.

Policy A-2f: The City shall create an overlay district for the APZ's and noise contours utilizing the appropriate land uses identified in Arizona Revised Statutes Title 28, Article 7, Chapter 25.

Policy A-2g: The City shall require notification and disclosure statements for any residential development within the "Vicinity Box", as amended, consistent with the Regional Compatibility Plan.

Policy A-2h: The City should use its best efforts to relocate dwelling units from existing and planned and approved neighborhoods.

Policy A-2i: The City shall encourage the use of the land adjacent to existing rail corridors for light and general industrial employment uses that are appropriately buffered from adjacent residential uses.

Policy A-2j: The City shall encourage the development of an appropriate balance of employment uses (i.e., retail, office, entertainment/cultural) and integrated higher density uses at the City Center and Village Centers, as well as within the High Intensity Mixed-Use Corridors.

Policy A-2k: The City shall identify the appropriate mix of uses, densities/intensities, guidelines and standards, integration of transit, and phasing for the City Center.

Policy A-2l: The City shall support the inclusion of neighborhood commercial nodes at a maximum size of 20 acres within master planned areas, compatible in scale and mass to existing or planned development, where arterial/collector roads intersect.

Policy A-2m: The City shall establish commercial and industrial employment corridors surrounding Luke Air Force Base and the Phoenix-Goodyear Airport that will capitalize on this major asset and protect the Base and Airport from future residential encroachment.

Objective A-3: Achieve the desired balance of jobs and residents to create a sustainable community.

Policy A-3a: The City shall strive to capture a range of one job per three to four residents within each of the three sub-sections of the planning area (i.e., I-10 to Camelback Road; I-10 to the Gila River; and the Gila River to Patterson Road), given the constraints of each area.

Policy A-3b: The City shall continue to aggressively assess, market and capture identified priority employment clusters which currently include retail and hospitality; education and

training; manufacturing; food, fiber & natural products; and high technology (aerospace/plastics & advanced composites/communications).

Policy A-3c: The City will support the preparation of a conceptual plan on the Arizona State Trust Land located south of Estrella Mountain Regional Park.

Goal B: A Compatible Mix of Housing and Jobs.

Objective B-1: Integrate residential, employment and supportive uses.

Policy B-1a: The City shall attempt to locate higher density residential and higher intensity employment uses adjacent or proximate to high capacity roadways to leverage visibility and access, enhance job capture targets and buffer/protect lower density/intensity uses.

Policy B-1b: The City shall promote the development of home office uses, that foster cottage or incubator employment growth, and are deemed compatible to be located within or adjacent to residential neighborhoods.

Objective B-2: Successfully buffer residential and employment uses.

Policy B-2a: The City shall utilize mechanisms (i.e., setbacks, landscaping, roadways, open space, compatible land uses, etc.) between incompatible residential and employment (i.e., hazardous materials and process assessment) uses.

Policy B-2b: The City Council shall have the opportunity to review the site plan of proposed projects to promote land use compatibility within the community.

Policy B-2c: The City shall identify appropriate guidelines, principles and standards to effectively buffer potentially incompatible uses to ensure health and safety in the community.

Objective B-3: Protect lower density residential uses from intensive employment and public/quasi-public land uses by adhering to the City Design Guidelines.

Policy B-3a: The City shall isolate all land uses that create excessive noise, glare, fumes, traffic, etc. from all residential land uses.

Policy B-3b: The City shall extensively buffer general industrial and light industrial uses from commercial and adjacent residential uses.

Objective B-4: Utilize joint-use schools/parks as the central elements in new and revitalized neighborhood development.

Policy B-4a: The City shall continue to coordinate with the Arizona Department of Education (Students First), Litchfield Elementary, Avondale Elementary, Liberty Elementary, Agua Fria Union High School and Buckeye High School Districts in developing shared educational and recreational facilities and associated parking needs on sites mutually agreeable by all parties, which adhere to the requirements set forth in the Southwest Cities, Schools, and Developers Partnership Compact.

Policy B-4b: The City shall maintain and enhance its park level of service standards through the addition of future joint-use facility development for schools and parks.

Policy B-4c: The City shall partner with development and educational entities to ensure the continuation of the Southwest Cities, Schools, and Developers Partnership Compact.

Policy B-4d: The City shall update the Southwest Cities, Schools and Developers Partnership Compact of 1996 by 2005.

Goal C: A Revitalized Stock of Mature Neighborhoods and Businesses.

Objective C-1: Evaluate the potential for revitalization, infill and redevelopment activities.

Policy C-1a: The City shall identify and evaluate a historic preservation district.

Policy C-1b: The City shall evaluate all Goodyear neighborhoods at least 30 years old and identify those areas to focus on for additional infill/revitalization/redevelopment efforts.

Policy C-1c: The City shall develop an infill policy to enhance the vitality of existing neighborhoods and business areas.

Policy C-1d: The City shall develop and adopt a redevelopment policy for commercial and industrial centers that addresses incentives and partnerships for renovating buildings and attracting investments to blighted or vacant areas.

Policy C-1e: The City shall evaluate the benefits of tax increment financing, if approved by the legislature.

Policy C-1f: The City shall research and develop owner/developer incentives as catalysts to revitalize particularly distressed areas.

Policy C-1g: The City shall include revitalization strategies that increase and provide life safety for residents in infill areas.

Objective C-2: Consider reinvestment where property owners have demonstrated their long-term commitment to the area.

Policy C-2a: The City shall consider developing and implementing a Neighborhood Enhancement Program to improve the visual and functional quality of mature neighborhoods.

Policy C-2b: The City shall evaluate the ability to leverage private resources committed to reinvestment within City identified areas.

Objective C-3: Work with post-secondary institutions to promote high levels of human and financial reinvestment in mature areas.

Policy C-3a: The City shall continue to partner with Estrella Mountain Community College and attract additional college or university providers to serve the educational needs of its residents.

Goal D: An Adaptable, Strong, Diverse Community of New, Retained and Expanding Employers.

Objective D-1: Strengthen Goodyear's business recruitment efforts in its priority clusters.

Policy D-1a: The City shall annually evaluate the community's competitiveness, as it relates to policies and fees, in attracting new business and industry investments.

Policy D-1b: The City shall update and fund the Business Targeted Area Plan (BUSTARP) for infrastructure improvements to key employment areas.

Policy D-1c: The City shall continue to implement and periodically update its Capital Improvements Program (CIP) for efficient infrastructure construction to meet the needs of its current and future residents, workforce, and employers.

Policy D-1d: The City may continue to utilize and expand its effort to attract new employers to the City through regional partnerships with the Arizona Department of Commerce (ADOC), Arizona Association for Economic Development (AAED), International Council of Shopping Centers (ICSC), National Association of Industrial and Office Properties (NAIOP), Greater Phoenix Economic Council (GPEC),

International Economic Development Council (IEDC) and other related organizations such as Valley Partnership and WestMarc.

Policy D-1e: The City shall prepare a comprehensive listing of basic employers and update its client database on a frequent basis to monitor its existing job base and composition and track employment prospects.

Policy D-1f: The City shall continue to forge relationships with industry leaders and key development officials to gain a perspective of their “wants and needs” to locate their operations within Goodyear.

Policy D-1g: The City shall continue to have members of the Economic Development Department attend target cluster trade shows to promote the attributes of a Goodyear location.

Policy D-1h: The City shall develop and enforce appropriate ordinances (i.e., big box) and guidelines to assist appropriate businesses strategic to Goodyear’s future vision.

Policy D-1i: The City shall develop and adopt a policy to achieve its manufacturing cluster targets.

Objective D-2: Work closely with existing businesses to expand their operations and employee base in Goodyear.

Policy D-2a: The City shall develop a formal Business Retention and Expansion (BRE) Program to support and expand existing businesses in Goodyear.

Policy D-2b: The City will assist in conducting small business visits, meeting with the owners to discuss current business production and strategies to leverage business growth.

Policy D-2c: The City shall develop a business recognition program to highlight the value it places on the successful efforts of local businesses.

Policy D-2d: The City shall partner with state, regional and local governmental agencies, financial institutions, and venture capitalists to evaluate and fund viable small business capital needs.

Objective D-3: Ensure that every business and home in Goodyear is connected to advanced telecommunications.

Policy D-3a: The City shall coordinate and encourage telecommunication providers to establish efficient and accessible advanced technology connections.

Policy D-3b: The City shall work closely with telecommunications providers to ensure existing and future telecommunication infrastructure improvements meet the diverse needs of the residential, retail, employment, and educational community.

Objective D-4: Recognize and promote the City as a business-friendly community.

Policy D-4a: The City shall strive to streamline the development review process for employers who meet the existing target industries (i.e., retail and hospitality; manufacturing; food, fiber & natural products; and high technology (aerospace/plastics & advanced composites/communications) identified in the City's adopted Strategic Plan for Economic Development.

Policy D-4b: The City shall develop incentive programs to promote infill business development within Goodyear.

Objective D-5: Ensure that Goodyear has adequate public safety facilities, staff and services.

Policy D-5a: The City shall evaluate the adoption of an Adequate Public Facilities Ordinance (APFO) to ensure that existing levels of service will be maintained and enhanced in the future.

Policy D-5b: The City shall discourage the entitlement of land that cannot demonstrate the existing or planned adequacy of public facilities and services and/or logical extension of public infrastructure improvements.

Policy D-5c: The City shall evaluate its development and administrative processing fee methodology every three years.

Goal E: A High Quality of Life.

Objective E-1: Strive to enhance the environmental, economic, and recreational characteristics of a satisfying and safe lifestyle.

Policy E-1a: The City shall utilize appropriate building technologies (i.e., insulated concrete block) to minimize vehicular and aviation noise and to conserve energy resources.

Policy E-1b: The City shall implement the recommendations in the adopted Parks, Trails and Open Space Master Plan to provide pedestrian and bicycle connections between educational, recreational, residential, commercial, and open space uses.

Policy E-1c: The City shall explore the use of effective strategies to enhance the provision of open space.

Policy E-1d: The City shall actively pursue the incorporation of alternative modes of transportation (i.e., bicycling, mass transit, walking, electric golf carts, and Neighborhood Electric Vehicles (NEV)) to reduce the reliance on vehicles and foster a healthier, active community.

Policy E-1e: The City shall explore the prioritized open space acquisition targets as recommended by its Farmland and Desert Preservation Committee.

Policy E-1f: The City shall identify, utilize, and frequently update specific performance indicators to ensure improving levels of service for public facilities and services.

2.3 Land Use Plan

The Goodyear Land Use Plan presents the recommended method to direct future development and growth, and revitalization in Goodyear. This section is organized in the following six sub-sections to illustrate the intent of the land use plan:

- Land Use Definitions
- Future Population Outlook
- Land Use Plan Summary
- Land Use Plan Density Targets, Determination and Conformity
- General Plan Amendment Criteria
- Land Use Guidelines

2.3.1 Land Use Definitions

The land use definitions describe the intended uses for the 20 categories contained in the Land Use Map. These categories have been grouped into topical areas including residential, employment and supportive land uses, and several land use overlays. While each of the categories prescribes specific uses, the overlays provide for mixing uses in selected locations within the planning area.

Residential Land Uses

Agricultural Preserve (AP)

(1.0 du/ac)

Denotes areas where the existing cultivation of land has been identified for preservation in perpetuity. AP areas are buffered from LDR, MDR, M-HDR and HDR areas to minimize negative impacts from seasonal operations and maintenance activities. AP parcels should be contiguous and comprise a minimum initial size of 40 acres, which can be augmented with additional agricultural acreage of any size over time.

Rural Residential (RR)

(0.0-2.0 du/ac)

Denotes areas where limited large-lot residential development in natural desert, agricultural production, or livestock grazing areas exist. Locations surrounding open space areas are also ideal for RR land uses. Appropriate

locations should offer proximate access to joint-use elementary school/neighborhood parks, trails, and open space as well as local road vehicular access. Areas recommended for RR uses shall exhibit a baseline density of 0.2 du/ac (1 du/5 ac).

Low-Density Residential (LDR)

(2.0-4.0 du/ac)

Denotes areas where detached, moderate-sized lot, single-family residential housing is desirable. Transitional uses, such as home offices that do not occupy more than 25 percent of the living area and do not generate additional pedestrian or vehicular traffic, are also allowed in LDR designated areas. LDR parcels should be located with either adjacent or proximate access to joint-use elementary schools/neighborhood parks, trails, open space, and recreational facilities and should use local and collector road access/mobility. Other RR, LDR, or L-MDR parcels should surround appropriate centralized park/school locations. Areas recommended for LDR uses shall exhibit a baseline density of 2.0 du/ac.

Low-Medium Density Residential (L-MDR)

(4.0-6.0 du/ac)

Denotes areas where small lot, detached and attached single-family residential, townhome and patio home developments are desirable. Transitional uses, such as home offices that do not occupy more than 25 percent of the living area and do not generate additional pedestrian or vehicular traffic, are also allowed. Appropriate centralized locations should surround other LDR, L-MDR, or MDR parcels located with either adjacent or proximate access to joint-use elementary/junior/high schools, neighborhood parks, trails, open space, and recreational facilities. This land use should have direct local and/or collector road access. Areas recommended for MDR uses shall exhibit a baseline density of 4.0 du/ac.

Medium Density Residential (MDR)

(6.0-10.0 du/ac)

Denotes areas where attached, single-family or detached multi-family residential housing is desirable. Transitional uses, such as home offices that do not occupy more than 25 percent of the living area and do not generate additional pedestrian or vehicular traffic, are also allowed. Appropriate centralized locations should surround other L-MDR, MDR, or M-HDR parcels. MDR locations should be adjacent or have proximate access to joint-use

junior/high school, neighborhood parks, community parks, trails, open space, and recreational facilities. MDR should exhibit collector and/or arterial road access/ mobility and shall exhibit a baseline density of 6.0 du/ac.

Medium-High Density Residential (M-HDR)

(10.0-20.0 du/ac)

Denotes areas where multi-family residential and densely attached single-family residential development is appropriate. Appropriate centralized locations should surround other MDR, M-HDR, or HDR parcels. M-HDR locations should be adjacent or have proximate access to joint-use junior/high school, neighborhood parks, community parks, trails, open space, recreational facilities, commercial areas, and transit corridors. Appropriate locations offer direct collector and arterial road access and shall exhibit a baseline density of 10.0 du/ac.

High Density Residential (HDR)

(20.0+ du/ac)

Denotes areas where intense multi-family residential development is desired as either a stand alone or part of a mixed-use development. Appropriate locations could be adjacent to employment uses, principle or major arterial corridors, transit corridors, and rivers. Extreme care should be taken to ensure that existing and planned land uses are not detrimentally affected by the density of this category and shall exhibit a baseline density of 20.0 du/ac.

Employment Land Uses

Community Commercial (CC)

Denotes areas where service oriented businesses serve the surrounding (3-5 mile radius) trade area. Typical users include grocery stores, drug stores, convenience stores/gas stations, fast food chains, restaurants/cafes, and other personal convenience services which are sited on parcels that do not exceed 20 acres. Other compatible uses include small businesses and offices including medical, finance, and administrative/professional. Community Commercial uses are located on, and have access to, major and minor arterial roadways.

Regional Commercial (RC)

Denotes areas in which retail and service oriented businesses are located that serve an approximate trade area of 5 to 10 miles. Regional shopping centers,

anchor stores, and power centers are typical users of this land use. Other supportive uses include, but are not limited to, hotels, theatres, restaurants, finance insurance, and real estate offices. Regional Commercial areas should be located adjacent, and have access to, principal and/or major and minor arterial roadways.

City Center (CCTR)

Denotes the area where a mix of integrated and adjacent residential and employment land uses are located at the geographic center of the City. The City Center is the heart of Goodyear. Appropriate uses may include, but are not limited to, residential (M-HDR and/or HDR), commercial (restaurants, bars, and entertainment uses), and mid and high rise professional offices. Public/Quasi-Public services, cultural facilities, and parks and open space are also intended to provide a valuable component.

Light Industrial (LI)

Denotes areas for low intensity industrial manufacturing, warehouse, and research uses as well as planned business parks, office/warehouses and commercial office developments and/or complexes. Light industrial land uses require that all industrial manufacturing, fabrication, and assembly activities be contained within an enclosed building containing acceptable quantities of hazardous materials with proper containment. Limited outdoor storage that is screened may also be acceptable. Light industrial uses should be significantly buffered from owner occupied residential land uses. The Light Industrial category does not permit residential use of any kind.

General Industrial (GI)

Denotes areas where intensive industrial, manufacturing operations may include outdoor fabrication and/or production containing acceptable quantities of hazardous materials with proper containment as well as solid waste transfer and/or landfill uses. Locations near principal arterial roadways, interstates, and rail are suggested due to potential large truck/rail transport needs. General Industrial uses should be isolated from residential uses and extensively buffered with light industrial land uses. The General Industrial category does not permit residential use of any kind.

Luke Compatible Land Use Area (LCLUA)

Denotes areas contained within the 65 DNL and higher noise contours proximate to Luke Air Force Base. The LCLUA allows for the location of

Community Commercial, Light Industrial, (excluding commercial office developments and/or complexes), Prison, and Open Space uses that comply with adopted State legislation.

Support Land Uses

Public/Quasi-Public (PQ)

Denotes areas that include schools, churches, special use parks, cemeteries, and wastewater treatment plants as well as municipal and other utility facilities.

Prison (P)

Denotes areas that are part of the Arizona State Prison at Perryville or are directly associated with its maintenance and operation.

Airport (A)

Denotes areas that are part of the Phoenix-Goodyear Airport or are directly associated with its maintenance and operation.

Parks (P)

Denotes areas where neighborhood, community, district and regional parks (i.e., Estrella Regional Park) are located or desired. Both public and private park facilities are identified within this designation. The Parks land use also includes special use areas with significant playfields and active/passive recreational facilities.

Open Space (OS)

(1 du/ac)

Denotes both public and private natural and developed areas such as rivers, trailways/bikeways, golf courses, canals, detention basins, and drainage/wash areas.

Land Use Overlays

High Intensity Mixed-Use Corridor Overlay

Denotes the identified high volume transportation corridors where the potential exists for mixed-use development to support transit stop facilities. The corridor extends approximately one-quarter mile on both sides of the selected roadway to provide the opportunity for higher intensity retail and

office employment developed in conjunction with or integrated into high density residential development (i.e., 20+ du/ac). Development will be encouraged to focus on the roadway, with parking placed behind the building(s).

Village Center Overlay

Denotes areas where a mix of integrated and adjacent higher density/intensity residential and employment land uses are located within appropriate urbanized settings. Proposed buildings/developments may include, but are not limited to, residential (MDR, M-HDR and/or HDR), commercial (restaurants, bars, and entertainment uses), and low- and mid-rise professional offices. Public/Quasi-Public services, and parks and open spaces are also intended to provide a valuable component.

Resort Development Overlay

Denotes areas where the location of a destination resort, including but not limited to hotels, casitas/timeshare residential units and/or recreational facilities and open space (other than golf), is desired. Areas designated as RD are conceptually located within the planning area to allow flexibility in determining an appropriate final site. Areas proposed for RD use will require a specific plan. Appropriate locations offer aesthetic views, a natural or enhanced natural setting, direct transportation access and egress, and adjacent land use compatibility.

2.3.2 Future Population Outlook

In the past 10 years (from 1990-2000), the City of Goodyear experienced a population growth rate that exceeded 200 percent. Even though the City's population was very small in 1990 (6,258), by 2000 its expansion was significant (18,911) (US Census, 2000). By January 2003, the City's population was estimated at 31,598. The City expects to achieve an annual growth rate of 13 percent to produce a population of 97,200 by the year 2013.

Based upon the amount and types of land uses designated on the draft land use plan, the population build out of the Goodyear Planning Area could total approximately 389,500 residents. The buildout population was derived by using the median density in each residential land use category (i.e., Low Density Residential, 2-4 du/ac, is calculated at the median value (3.0 du/ac)).

Based upon a constant annual population growth rate of 10 percent, it is anticipated that Goodyear will reach this population buildout in approximately 2030.

2.3.3 Land Use Plan Summary

The Goodyear Land Use Plan was developed to illustrate the general location of appropriate land uses to guide future growth and revitalization. The plan has attempted to achieve a balance between residential and employment uses as an approach to minimize trips, improve air quality and create a more sustainable community for the City's existing and future residents. The land use plan achieves the lower range of desired jobs per capita (i.e., one job per three to four residents) supported by the City.

The geography of the City of Goodyear identifies three distinct regions within the boundaries of the planning area. The three areas extend south from the northern planning boundary (approximately Camelback Road) to I-10 (I-10), I-10 to the Gila River, and the Gila River to the southern planning boundary (approximately Patterson Road).

Each of the three areas exhibit differing average jobs per capita and residential densities per acre, as shown on Table 2.1, *Goodyear General Plan Buildout Population, Jobs per Capita, and Average Residential Densities*. The main factors that create these differences include the provision of infrastructure, the locational attributes of the regional vehicular transportation systems (i.e., I-10 and Maricopa County Route 85 (MC-85)), and the impediments of the Gila River and Estrella Mountains. As the availability of land diminishes in the northern and middle regions of the City, the extensive southern area will significantly increase its population and employment base.

While the quantification of employment use in the southern region of the planning area currently exhibits job growth less than the City goal of one job per three to four residents, it should be noted that this assessment is based on the quantification of the employment categories identified on the Land Use Plan. As such, recommended land uses are not evaluated at a size less than 40 acres and thus cannot capture potential commercial and office employment growth that will occur on smaller parcels as market conditions ripen in the southern planning area. The intent of this analysis is to provide City staff, appointed and elected officials with the perspective that as future

Table 2.1
Goodyear General Plan Buildout Population, Average Dwelling Unit per Acre, and Jobs per Capita Projections

Goodyear Buildout Population Projections

Area	Population
I-10 to the Northern Planning Boundary	45,800
I-10 to the Gila River	68,300
Gila River to the Southern Planning Boundary	275,400
<i>Entire Planning Area</i>	<i>389,500</i>

Goodyear Density Per Acre Projections

Area	Du/Ac
I-10 to the Northern Planning Boundary	2.90
I-10 to the Gila River	2.80
Gila River to the Southern Planning Boundary	2.90
<i>Overall Average</i>	<i>2.90</i>

Goodyear Employment Projections

Area	Jobs
I-10 to the Northern Planning Boundary	32,300
I-10 to the Gila River	53,700
Gila River to the Southern Planning Boundary	18,000
<i>Overall Total</i>	<i>104,000</i>

Goodyear Jobs Per Capita Projections

Area	Ratio
I-10 to the Northern Planning Boundary	0.73
I-10 to the Gila River	0.80
Gila River to the Southern Planning Boundary*	0.07
<i>Overall Average</i>	<i>0.27</i>

*Based on a total of 133,700 dwelling units (URS, 2002) and 2.68 persons per household (US Census, 2000)

*The ratio of Estrella Mountain Ranch is 0.12

planned area development planning takes place, high capacity vehicular corridors are located, and preliminary and final plats are considered, that employment designated lands need to increase. However, it should be noted that principles of good land use planning should continue to be utilized;

increasing the amount of employment designated land that is not well suited for the anticipated short **and** long-term market also will not serve the City's best long term interests nor the needs of its future citizens.

One major factor in the southern region is the provision of adequate high capacity roadways. A recent analysis conducted by the Maricopa Association of Governments has shown that over 140,000 trips north and more than 140,000 trips will occur south daily from the southern region of the City by 2030. The corridors established on or proximate to the Rainbow Valley, Cotton Lane, Estrella Parkway and Jackrabbit Trail/Tuthill Road corridors should accommodate the need at an acceptable Level of Service (D) at full buildout. An LOS of D occurs when roadways are on the threshold of unstable flow. The speed of vehicles and the ability to maneuver are severely restricted because of traffic congestion.

The Land Use Plan encompasses 17 land use and 3 overlay categories including 6 residential, 2 commercial, 1 mixed-use, 2 industrial, 3 public use, 2 recreational, and 1 preservation designations. The three overlay designations respond to the desire for future resort development, village centers, and mixed land uses at selected locations or corridors within the planning area. The recommended pattern of land use encompasses several areas where the City has previously approved area plans. While the land use plan has incorporated the uses and densities to create a consistent map as a guide, the provisions of these plans will ultimately be recognized for review and approval of specific tracts through the platting process. These area plans are illustrated on Figure 2-2, *Approved Development Plans*.

The land use plan also identifies the established land uses for the adjacent land surrounding the Goodyear Planning Area. The expanded area allows the City to determine its "edge" land use pattern in relation to the land use decisions of its municipal and county neighbors.

The Land Use Plan for the Goodyear Planning Area utilizes the land use categories identified previously to create a sustainable and compatible community for its existing and future residents, employers and visitors. The Land Use Plan is illustrated on Figure 2-3, *Land Use Plan* and is quantified by land use type at buildout in Table 2.2, *Land Use Plan Composition*.

Figure 2-2 Approved Development Plans

**Figure 2-3
Land Use Plan**

Residential uses comprise a total of approximately 50,100 acres or 78.3 square miles and are allocated over 58 percent of the planning area. Agricultural Preserve (AP) use is not located in the planning area at the present time other than comprising one of the approved uses within the Luke Compatible Land Use Area (LCLUA). Future acquisition of farmland will allow for its use in the future. Rural Residential (RR) use includes approximately 30.9 square miles or 23 percent of the planning area. RR uses are located at the northwest region, in unincorporated areas, at the edges of Estrella Mountain Ranch, and in the far southern region of the planning area. Low Density Residential (LDR) use includes approximately 26.6 square miles or 20 percent of the planning area. LDR uses are located throughout the master planned areas in the northern, middle and southern regions of the planning area. Low-Medium Density Residential (L-MDR) use includes approximately 11.0 square miles or eight percent of the planning area and are located in several tracts within the middle, and numerous tracts of the southern, region of the planning area. Medium Density Residential (MDR) use includes approximately 3.9 square miles or three percent of the planning area. MDR uses are a component of the Estrella Mountain Ranch in the southern region and are scattered on several tracts in the middle and northern regions of the planning area. Medium-High Density Residential (M-HDR) use includes approximately 3.2 square miles or two percent of the planning area. M-HDR uses are scattered on numerous tracts within all three regions but are most prevalent in the southern region of the planning area. High Density Residential (HDR) use is located within the southern region of the planning area and includes approximately one square mile of land. HDR is also a component of the City Center designation and the Village Center and High Intensity Mixed-Use Corridor overlays.

Employment uses comprise a total of approximately 14,000 acres or 21.9 square miles and are allocated over 16 percent of the planning area. Community Commercial (CC) use includes approximately 6.1 square miles or five percent of the planning area and are generally located adjacent to arterial and freeway corridors within the planning area. Regional Commercial (RC) use includes approximately one square mile or one percent of the planning area. The majority of RC uses are located north of I-10, generally between PebbleCreek Parkway and Bullard Avenue. However, two tracts of RC use exist at the northeast and southeast corners of Yuma Road and Cotton Lane. City Center (CCTR) use includes approximately 0.4 square miles, which is less than one percent of the planning area. It surrounds the intersection of Estrella

Parkway and Yuma Road. Village Center is an overlay that has been placed at five locations within the planning area. These locations include the area surrounding the regional service center; the southerly extension of Cotton Lane Parkway and Baseline Road; the intersection of Estrella Parkway and Elliot Road; the intersection of Estrella Parkway and the proposed Cotton Lane Parkway; and the intersection of Estrella Parkway and Chandler Heights Road/Queen Creek Road. Resort Development is an overlay that has been placed at two locations within the planning area. These locations include the area surrounding the intersection of MC-85 and SR 303 and the approximate intersection of Estrella Parkway and the alignment of Beloit Road. Light Industrial (LI) use includes approximately 8.1 square miles or six percent of the planning area. LI uses are primarily located in the middle region of the planning area surrounding the Phoenix-Goodyear Airport, the Union Pacific/Southern Pacific Railroad corridor, the area within the 65 DNL contour extending southwest from Luke Air Force Base, and a small node at the intersection of Rainbow Valley Road and Pecos Road in the southern region of the planning area. General Industrial (GI) use includes approximately 2.0 square miles or two percent of the planning area. GI uses are entirely located within the middle region of the planning, and are generally adjacent to the Phoenix-Goodyear Airport and Union Pacific/ Southern Pacific railroad corridor. The Luke Compatible Land Use Area comprises approximately 4.4 square miles of land within the northern and central regions of the planning area. The LCLUA is designated for all land within the 65 DNL contour of Luke Air Force Base.

Support uses comprise a total of approximately 22,300 acres or 34.8 square miles and are allocated over 24 percent of the planning area. Public/Quasi-Public (PQP) use includes approximately 0.9 square miles or one percent of the planning area. PQP uses generally include educational facilities and the wastewater treatment plant within the planning area.

Prison (PR) use includes approximately 0.7 square miles or less than one percent of the planning area. PR use is the Perryville Prison located at the northwest corner of McDowell Road and Cotton Lane.

Park (P) uses primarily comprise Estrella Mountain Regional Park, as well as existing and conceptually located sites with future school sites to maximize joint-use opportunities. Park use includes approximate 16.2 square miles or 12 percent of the planning area. Open Space (OS) use includes

approximately 13.5 square miles or 10 percent of the planning area. OS uses generally include the Gila River, Waterman Wash, golf courses, flood plains, natural areas, and stormwater detention basins and are located throughout the planning area.

Airport (A) use includes approximately 1.2 square miles or one percent of the planning area. "A" use is the Phoenix-Goodyear Airport located on the north side of MC-85 between Litchfield Road and Estrella Parkway. Major roads include approximately 2.3 square miles or two percent of the planning area.

Table 2.2
Land Use Plan Composition

Land Use	Acres	% of Residential	% of Total
Residential			
Agricultural Preservation (1 du/ac)	929	2%	1%
Rural Residential (0-2 du/ac)	19,756	39%	23%
Low Density Residential (2-4 du/ac)	17,052	34%	20%
Low-Medium Density Residential (4-6 du/ac)	7,072	14%	8%
Medium Density Residential (6-10 du/ac)	2,492	5%	3%
Medium-High Density Residential (10-20 du/ac)	2,042	4%	2%
High Density Residential (20+ du/ac)	712	1%	1%
City Center/Village Center ¹	43	0%	0%
Subtotal	50,098	100%	58%

Land Use	Acres	% of Employment	% of Total
Employment			
Community Commercial	3,911	28%	5%
Regional Commercial	686	5%	1%
Luke Compatible Land Use Area	2,787	20%	3%
City Center/Village Center ¹	130	1%	0%
Light Industrial	5,181	37%	6%
General Industrial	1,305	9%	2%
Subtotal	14,000	100%	16%

Land Use	Acres	% of Support	% of Total
Support			
Public/Quasi-Public	570	3%	1%
Prison	427	2%	0%
Airport	796	4%	1%
Parks	10,356	46%	12%
Roads	1,501	7%	2%
Open Space	8,652	39%	10%
Subtotal	22,302	100%	26%

Total	86,400	100%	100%
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Sources: City of Goodyear and URS, June 2003

Notes:

1. Total City Center acreage is apportioned at rates of 25% for High Density Residential and 75% Community Commercial land use.
2. Total Luke Compatible Land Use Area is apportioned at rates of 25% for Agricultural Preservation and 75% for employment.

Agricultural Preserve (AP) use includes approximately 1.8 square miles or 1 percent of the planning area. AP use includes land under cultivation in the northern region of the planning area.

2.3.4 Residential Density Targets and Determination

The land use categories identified and described previously clarify the City's intent and general location where specific residential, employment, and supportive types of land uses are recommended. **It is important to reaffirm, as presented previously in Section 2.3.1, Land Use Definitions, that the City strongly supports the target (baseline) density for each residential designation as the lowest level of the range within each category.** For example, the LDR category ranges between 2.0 and 4.0 dwelling units per acre (du/ac), but its baseline density is 2.0 du/ac. The baseline density may be increased up to a maximum of 4.0 du/ac by providing enhanced public facilities/amenities as deemed appropriate by the City. A general listing of these enhancements is presented in Section 2.3.5, Land Use amenities and Zoning Conformity. A specific listing of appropriate enhancements will be determined by the City based on the characteristics of the development proposal, its site and influence area. It should be noted that the Rural Residential category (i.e., 0.0-2.0 du/ac) has a baseline density of 0.2 du/ac, equating to one dwelling unit per five acres.

In calculating net residential density the following equation is used:

$$D = \frac{DU's}{A - (C + S + A_1)}$$

D=Residential density

DU=Total number of dwelling units in proposed development

A=Total site area (gross acres)

C=Total Commercial land area (acres)

S=Reserved but undedicated school sites (acres)

A₁=Arterial rights of way (acres)

The residential land uses identified on the Land Use Map are based on the total number of dwelling units computed for a specific geographical area. The total is the maximum density threshold of that defined area. Based on the characteristics of the site (i.e. slope, vegetation, washes, configuration, vehicular access, etc.), the density may be clustered in appropriate areas based on the compatibility of adjacent existing planned or approved uses, capacity of circulation/public facilities and infrastructure, and/or desire to

provide/preserve open space. The result may show that a portion of the project may exhibit densities above what is recommended in the land use plan. However, there will be other areas within the project that exhibit densities lower than the target identified in the land use plan, thus achieving the overall density objective for the area. This planning concept is embodied in the existing City regulations in the form of the Planned Area Development (PAD) district.

The City will be evaluating the benefits of transferring development rights between projects. Commonly referred as TDR's, this concept allows the shifting of density externally from one project to another. It involves the identification of sending properties and receiving properties that would exchange the "paper rights" to foster the preservation of open space and the intensification of areas that offer enhanced access, minimal infrastructure extensions, and the potential for future transit opportunities.

2.3.5 Land Use Amenities and Zoning Conformity

In such cases where the baseline density may be exceeded, the development proposal must include facilities and/or amenities that support Goodyear's desired community character and vision. The facilities/amenities that would be considered for projects proposing to exceed the baseline density may include (but are not limited to):

- **Community Identity** (i.e., Significantly Enhanced Landscaping Treatments (Size and Tree Density) and Entry Signage/Monumentation; Community Center; Joint School-Park Site (20 Ac.); Reduction in Sign Area)
- **Community Diversity** (i.e., Lot Size Variation; House Elevation Choices; Side Entry Garage)
- **Open Space** (i.e., Desert/Riparian/Hillside Preservation, Minimize Density and Disturbance, Preserved/Integrated Agriculture, Joint-Use Educational Facilities and Parks; Native Plant Salvage; Trail Extensions)
- **Environmental Conservation** (i.e., Alternative Fuel Facilities and Neighborhood Electric Vehicles (NEV) Charging Stations/Lanes; Effluent Reuse)
- **Energy Conservation** (i.e., Solar Orientation and Roof Reflectivity)
- **Infrastructure** (i.e., Extension of Off-Site Utilities and Exceeding Right-of-Way Standards; Park-and-Ride Land Dedication)

- **Other** as deemed appropriate by the City Community Development Director and/or Manager

The City staff will review and recommend the appropriate level of facilities and amenities and make recommendations to the Planning and Zoning Commission and City Council. The City Council will provide the final determination of appropriate residential density based on the merits of the proposed development.

A proposal is deemed to be non-conformant with the Land Use Plan if it triggers the criteria that requires a major or minor amendment. If a general plan amendment is triggered, the plan's administrative and regulatory provisions shall apply prior to determining the specific density merits of the proposal to be considered by City Staff, Planning Commission, and City Council through the rezoning process.

In an effort to coordinate the translation of recommended land use designations with zoning district criteria, Table 2.3, *General Plan/Zoning Correlation* has been prepared and is shown on the following page. The existing zoning code contains at least one zoning category for each general plan land use designation. The City will need to amend the R1-5.5, MH/RVP, and MF Districts to ensure conformity between the plan and the City's adopted Zoning Ordinance.

2.3.6 General Plan Amendment Criteria

The Goodyear General Plan is mandated by Arizona Revised Statutes (ARS) to be updated (at a minimum) every ten years. However, the continued dynamic growth and development pressures may cause the City to revisit the plan more frequently to reexamine policies and implementation procedures. In the interim, major and minor amendments are permitted to maintain the viability of the document as the City's long range planning tool.

Because of its long range nature and the changes that can occur in and outside the City, amendments offer a thoughtful response and are considered as major or minor in the State of Arizona.

A major amendment is triggered when a development proposal is submitted for consideration by the City that would substantially alter its planned mixture

or balance of land uses. Proposals that do not meet the substantiality test shown on the following pages are considered minor amendments. The designation of a "Major Amendment" on a development proposal essentially affects the processing of the proposal. Only one City Council hearing is designated each year to review and consider the approval of Major Amendments. These Major Amendment cases are required to be submitted to the City within the same year they are heard, and a 2/3 majority vote of the City Council is necessary for approval. Major amendments may be requested by the City Council, Planning and Zoning Commission, or property owner. In addition, Major Amendments will require a public hearing before the City Planning and Zoning Commission and may require a community public meeting or an enhanced public participation program, as determined by City Staff, prior to review and consideration at the City Council hearing. A major amendment may not be enacted as an emergency measure by the City.

The City has determined that the following criteria, illustrated in Table 2.4, *General Plan Major Amendment Requirements*, and Table 2.5, *General Plan Land Use Determination for Major Amendments* are to be used to determine whether a proposed amendment to the Goodyear Land Use Element is considered as major, and thus subject to the procedures identified above. A major amendment is any proposal that meets any one of the requirements identified below and described in Tables 2.4 and 2.5:

- For non-Planned Area Developments (PAD's) and existing, approved PAD's comprising less than 160.0 acres (gross), the "Percentage of Change" shall be based on the total amount of contiguous acreage that has been previously zoned by the City of Goodyear.
- For existing PAD's previously approved by the City of Goodyear, comprising more than 160.0 acres (gross), the "Percentage of Change" shall be based on the total amount of acreage (gross) of the individual PAD in which the area requesting change is located.

The City of Goodyear has identified exceptions where major amendments will not be triggered. These include the following:

Table 2.3
General Plan/Zoning Correlation

General Plan Land Use		Existing Zoning	
Designation	Density (Du/Ac)	District	Density (Du/Ac)
Agricultural Preserve (AP)	1.0	Agriculture (AG)	0.10-1.0
		Agricultural Preservation (AP)	0.20-1.0
		Agricultural Urban (AU)	0-1.0
Rural Residential (RR)	0-2.0	Agriculture (AG)	0.10-1.0
		Agricultural Preservation (AP)	0.20-1.0
		Agricultural Urban (AU)	0-1.0
Low Density Residential (LDR)	2.0-4.0	Single Family Residential (R1-10)	3.8
Low-Medium Density Residential (L-MDR)	4.0-6.0	Single Family Residential (R1-7)	5.0
		Manufactured Home Subdivision (MHS)	5.0
Medium Density Residential (MDR)	6.0-10.0	Single Family Residential (R1-5.5)*	6.2
		Multi-Family Residential (R2)	10.0
		Multi-Family Residential (MH/RVP)	10.0 MH
Medium-High Density Residential (M-HDR)	10.0-20.0	Multi-Family Residential (MF-18)	18.0
		Multi-Family Residential (MH/RVP)*	20.0 RVP
High Density Residential (HDR)	20.0+	Multi-Family Residential (MF)*	
		Multi-Family Residential (MH/RVP)*	22.0 RVP
Community Commercial (CC)	NA	Commercial Office (C-O)	NA
		Neighborhood Commercial (C-1)	NA
Regional Commercial (RC)	NA	Commercial Office (C-O)	NA
		General Commercial (C-2)	NA
City Center (CCTR)	NA	Central Business District (CBD)	NA
Light Industrial (LI)	NA	Light Industrial (I-1)	NA

General Plan Land Use		Existing Zoning	
Designation	Density (Du/Ac)	District	Density (Du/Ac)
General Industrial (GI)	NA	General Industrial (I-2)	NA
Public/Quasi-Public (PQP)	NA	Public Facilities District (PFD)	NA
Prison (PR)	NA	Public Facilities District (PFD)	NA
Airport (A)	NA	Public Facilities District (PFD)	NA
Parks (P)	NA	Permitted in Residential Districts	NA
Open Space (OS)	1.0	Permitted in Residential Districts	NA

Source: City of Goodyear and URS, December 2002

Note: The Planned Area Development (PAD) district also may be utilized, as appropriate, to establish land use and zoning conformity.

Table 2.4
General Plan Major Amendment Requirements

Amount of Acreage	Percentage of Change			
		0-10 %	10-20%	20%+
	160.0+ *	NA	MI-A	MA-A
	20.0 to 160.0*	NA	NA	MI-A
	0 to 20.0*	NA	NA	NA

NA=No Amendment

MI-A=Minor Amendment

MA-A=Major Amendment

*The City of Goodyear recognizes and values large scale master planning. Therefore, the City shall determine the "Amount of Acreage" in the following manner:

- A municipal, regional, county, state, or federal government imposed change to the Roadway Functional Classification Plan.
- Properties that receive or purchase development rights from other "sending" properties within the City's incorporated area, as previously approved by the Goodyear City Council.

All other development proposals that do not meet the standards listed above are considered minor amendments and may be reviewed by City staff, Planning and Zoning Commission, and City Council. Minor amendments will require one public hearing by the Planning and Zoning Commission and one public hearing by City Council. A simple majority vote of the City Council shall prevail.




Text changes to the General Plan shall be considered major if they are in conflict with, alter, or misconstrue the intent of any existing goal or objective. Text changes that eliminate, alter, or change a policy or policies may be considered minor if goals, objectives and policies are not substantially affected.

Both major and minor amendments to the General Plan must also qualitatively and quantitatively address the following standards for approval:

- The recommended land use pattern identified in the Land Use Plan inadequately provides appropriate optional sites for the use or change proposed in the amendment.
- The amendment must constitute an overall improvement to the General Plan and will not solely benefit a particular landowner or owners at a particular point in time.
- The amendment will not adversely impact a portion of, or the entire community by:
 1. Significantly altering acceptable existing land use patterns, especially in established neighborhoods
 2. Significantly reducing the balance of residents and jobs in the community
 3. Replacing employment with residential uses
 4. Requiring additional and more expensive improvements to infrastructure systems and/or proximity to municipal facilities and/or services than are needed to support the prevailing land uses and which, therefore, may impact the level of service for existing and proposed developments in other areas
 5. Increasing traffic (without mitigation measures) on existing roadways that negatively impacts existing or planned land uses
 6. Affecting the existing character (i.e., visual, physical, and functional) of the area

Table 2.5
General Plan Land Use Determination for Major Amendments

Existing Land Use Plan Designation	Proposed Designation Change																
	AP	RR	LDR	L-MDR	MDR	M-HDR	HDR	CC	RC	CCTR	LI	GI	POP	PR	A	P	OS
Agricultural Preserve (AP)	X															X	X
Rural Residential (RR)		X															
Low Density Residential (LDR)			X														
Low-Medium Density Residential (L-MDR)				X													
Medium Density Residential (MDR)					X												
Medium-High Density Residential (M-HDR)						X											
High Density Residential (HDR)							X										
Community Commercial (CC)								X									
Regional Commercial (RC)									X								
City Center (CCTR)										X							
Light Industrial (LI)											X						
General Industrial (GI)												X					
Public/Quasi-Public (POP)													X				
Prison (PR)														X			
Airport (A)											X	X	X		X		
Parks (P)	X															X	X
Open Space (OS)	X															X	X

Major Amendment 
 Minor Amendment 
 No Amendment 

7. Increasing the exposure of residents to aviation generated noise, safety and/or flight operations
8. Diminishing the environmental quality of the air, water, or land or cultural resources

It shall be the burden of the party requesting the major or minor amendment to prove that the change constitutes an improvement to the General Plan. It shall not be the burden of the City to prove that an amendment should be denied.

2.3.7 Land Use Guidelines

The City is extremely interested in guiding aesthetic development within its jurisdictional boundaries. In February 2001, the City Council adopted the City of Goodyear Design Guidelines to “promote the development of quality neighborhoods, and enhance the aesthetics of new commercial and industrial developments”. The document contains the following chapters and topics:

- Users Guide to the Design Guidelines Manual (introduction, background, use, and glossary)
- Single Family Detached Residential (more than 3.0 du/ac) (site planning, architecture, traditional neighborhood design)
- Multi-Family Residential (site planning, architecture, landscaping, etc.)
- General Commercial (site planning, architecture, storefront design, parking and circulation, landscaping and lighting, and public space)
- Western Avenue Commercial (design objectives, site planning, building additions and renovation, and rear/side façade design)
- Special Consideration Commercial Guidelines (description, site planning and building design)
- Business Park/Industrial Design Guidelines (site planning, parking and circulation, loading facilities, landscaping, lighting, and architecture)
- Signs (general guidelines, wall signs, projecting signs, window signs, awning signs, figurative signs, and freestanding monument signs)
- Public Safety Through Design (pedestrian spaces, vehicular spaces, public spaces, commercial areas, residences and neighborhoods, infill and revitalization, site planning checklist, building placement, building design, and landscaping, hazard storage assessment)
- Open Space (single family detached residential, multi-family residential, general commercial, special topics, public safety)

2.4 Land Use Element Implementation Activities

The Land Use Implementation Activities identify both short- and long-term projects that will achieve the goals and objectives identified previously. A listing of these activities is provided below and organized into both near (1-5 year) and long-term (5-10 year) timeframes to support the 10-year update timeframe mandated by Arizona Revised Statutes (ARS). The activities identified for near-term implementation are further defined in Chapter 12.0, *Implementation Program*.

Near-Term Implementation Activities	Long-Term Implementation Activities
City Center Master Plan Preparation	Infill District Program
El Rio Master Plan Preparation and Adoption	Residential Sprinkler System
Major Intersection Lighted Signage and Landscaping Enhancement	
Historic Preservation Committee Creation	
Business License Ordinance Preparation	
Transfer of Development Rights Program Creation	
Amend Zoning Ordinance for Buffering Requirements and Other Development Standards	
Adequate Public Facilities Ordinance Preparation	
1996 Southwest Cities, Schools, and Developers Compact Updating	
Neighborhood Enhancement Program Creation	
APZ/Noise Contour Overlay District Adoption	
Employment Corridor Study (including Phoenix-Goodyear Airport)	
Phoenix-Goodyear Airport Master Plan Update	

Near-Term Implementation Activities	Long-Term Implementation Activities
Employment Corridor Specific Area Plan	